

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, January 15, 2015
Loews Hollywood Hotel**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Drew Planting, Treasurer, GPI
Leslie Blumberg, The Fonda
Joseph D'Amore CRC Entertainment Inc.
Darcy Derler-Judd, Robertson Properties Group
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Evan Kaizer, Sieroty Company, Inc.
John Lyons, Avalon Hollywood/Bardot

Absent

Mark Echeverria, Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
Chad Lewis, Klein Financial Corporation
Jan Martin, Secretary, AMDA
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church

Staff

Kerry Morrison
Joe Mariani
Devin Strecker
Ginnie Gallo

Guests

Sean Kiernan – CORO
Joe Salazar – Andrews International
Alyssa Van Breene, prospective board member

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:20 p.m.

II. OPEN FORUM

No guests presented at this meeting.

III. APPROVAL OF MINUTES

It was moved by John Tronson, seconded by Evan Kaizer, and CARRIED to approve the minutes from the Board's December 18, 2014 meeting. Unanimously approved.

IV. TREASURER'S REPORT

- A. The Board was presented the preliminary December 31, 2014 financial statement. Approval pending until all 2014 expenses have been processed. Action will be placed on agenda for February board meeting.
- B. The draft RFP for the Financial Services agreement was included in the board packet for review. There were no comments or suggested changes and it will be mailed to prospective bidders later in the week.

It was moved by Drew Planting, seconded by John Lyons, and CARRIED to approve the Request for Proposal (RFP) to seek competitive bids for accounting services. Unanimously approved.

- C. Update on Courthouse parcel delinquency: There have been communications between the Judicial Council and the City Clerk's office about possibly removing the portion of the assessment that is related to marketing/communications, a service the state feels is not needed by that property. If that were to be exempted, it would amount to a three percent (3%) reduction in the overall \$42,000 assessment owed (\$1,200). Morrison expressed a doubt that the city could unilaterally change the assessment formula in an established Management District Plan.

With respect to other government parcels, LAUSD does pay but only what they think is appropriate, which is 65% of the assessment. METRO is paying, but they are slow. The state is the only government entity that does not pay.

Morrison reported that the courthouse has been gated with a permeable chain link fence which is now creating a problem given that transients are camping on the property.

V. COMMITTEE AND ACTIVITY REPORTS

- A. Nominating Committee: Alyssa Van Breene has been nominated to replace Galo Medina. Van Breene's family owns the property at the northeast corner of Gower and Hollywood Blvd. which has a two-story shopping center with a 7-11. She will be the only representative of the Hollywood Gateway East on the board.

It was moved by John Tronson, seconded by Leslie Blumberg, and CARRIED to approve the appointment of Alyssa Van Breene to the Board of Directors. Unanimously approved.

B. Ad-hoc Communications Working Group – Devin Strecker and Joe Mariani

1. Blogger Tours: The “Foodie” Blogger tour has been scheduled February 2, 2015. Included in the tour are Grom, Cleo, Library Bar, Katsuya, and Greenleaf.
2. The “Up and Coming Hollywood” tour, scheduled February 19, focuses on places where Hollywood dreams come true. Included in this tour are AMDA, Lace, MI, and Second City.
3. Micro-neighborhood Mixers: The first successful mixer was held Wednesday, January 14, 2015 at LACE, 6522 Hollywood Blvd. Those attending were asked questions about Hollywood and the responses were:
 - What is your favorite thing about the area? Art and music venues, architecture and historical buildings
 - What don’t you like about the area? Poor retail mix, unsafe atmosphere, no affordable parking
 - What would bring you back to the area? More theaters, coffee shops, boutiques, restaurantsNext mixer will be in the Hollywood and Vine area. Eastown has volunteered to host.
4. Infographics: The project is nearing completion and a 5”x7” package of infographics will be sent to property owners with a cover letter from Yamada and Morrison titled “Welcome to 2015,” Anyone can download from the website to use.
5. Travel & Leisure magazine contacted staff regarding an article, “Hollywood: Up and Coming.” A photo shoot of the area has been scheduled.
6. Music/Cultural Festival: While one is being planned for 2015, the recommendation is to start small, aiming for the Santa Barbara model – package and promote but don’t manage. Celebrate what’s already happening. A meeting of this working group will be held in February.

C. Security

1. Americorps Homeless Outreach: A ten-month arrangement has been made with Americorps for their “Hope for the Homeless” program. Our first worker, Vernon, has a background in foster care, lived in Covenant House, and can speak the language of the homeless youth. The Sunset & Vine BID will split the costs (\$5,000).

2. LA County Homeless Count: The monthly homeless count (conducted by BID Patrol) for the last year has been increasing. It is estimated that 200 homeless are sleeping each night in both BIDs. The bi-annual 2015 Homeless Count (required by HUD) is scheduled for Thursday, January 29 from 10:00 p.m. to 1:00 AM. Board members are encouraged to participate as 120 volunteers are needed for Hollywood.
3. Year End Statistics: Joe Salazar from Andrews International presented the 2014 year end statistics to the Board. There were 1,057 private persons' arrests in 2014. 3,011 high-visibility patrol hours were achieved with added bike patrols and PSO's (Public Safety Officers). Calls for service were down in 2014, partly because of the PSO's. The majority of the calls in 2014 were for disturbing the peace and trespassing. 70% of the calls involved transients.

D. Streetscape and Planning

1. Sarah Besley, in a consulting capacity, continues to work on the Mobility Summit, which is now scheduled for February 11, 2015, location TBD. Seleta Reynolds, head of DOT, will be presenting.
2. Cherokee Lease – Mariani reported that DWP was to turn on the electric this afternoon at the new headquarters for CleanStreet. The Sunset & Vine BID has volunteered to pay for the utilities.
3. John Peterson Retirement: Mariani reported that John Peterson, who had been homeless until he was hired by CleanStreet to polish the stars, was honored at his retirement party in December. He was rendered speechless after being honored. A video tribute was filmed and will be uploaded to the website.
4. Earthquake Meeting: Lyons advised the Board that a informational meeting was being held in Northridge on Saturday, January 17, the anniversary of the Northridge earthquake. Dr. Lucy Jones, Mayor Garcetti, and Mitch Englander will present. The location is the Police PALS building from 11:00 a.m. to 1:00 p.m.

VI. New Business

There was no new business.

VII. Staff Report

- A. Human Resources – Hiring Announcements – Joe Mariani reported that Ginnie Gallo has been hired as a part-time Administrative Assistant. Ginnie will work three (3) days each

week. Matthew Severson has been hired as operations coordinator scheduled to start February 2, 2015. Severson is a graduate of UC San Luis Obispo.

- B. Public Records Requests: Morrison reported that on January 8, Mr. Adrian Riskin submitted a voluminous set of eight public records requests. Morrison is conferring with counsel in order to be responsive but the amount of material requested is considerable and includes records and photos that date back to 2007.
- C. Meeting with City Attorney: Morrison reported on a meeting held in City Attorney Mike Feuer's office earlier that day in which LA City BID executives were invited to discuss issues of concern. She said this is the first time that the City Attorney has made such an overture. There was good discussion about the impact of the Lavan case on the city, the closing down of medical marijuana facilities, and problems with sales of cheap alcohol in other BID areas.
- D. Vine Street Trees: Though not in the Hollywood BID, it was reported that the tree vandal snapped the top off a replanted tree two (2) days ago. No video was recorded, unfortunately. Andrews is filing a new police report with LAPD.

X. Next Meeting: The next meeting will be held February 19, 2015

XI. Adjournment: The meeting was adjourned at 5:45 p.m.